

What is claimed is:

1. In combination:

a package having a package cavity therein, the package having a plurality of package walls,
at least some of which are transparent to show the contents within the package

5 cavity;

a pouch integrally formed in the package and having a transparent window therein;
a first card within the pouch having indicia thereon providing information of a person, the
indicia being visible from outside the package through the transparent window;
the first card being removable from the pouch and a second card being capable of insertion
10 into the pouch;

a product within the package cavity.

2. The combination according to claim 1 wherein the product is a toothbrush.

15 3. The combination according to claim 2 wherein the pouch comprises a slit
through which the first card or the second card may be inserted into the pouch.

20 4. The combination according to claim 3 wherein the package includes at least
a first flat surface located opposite from the transparent window, whereby the first card and
the second card, when inserted into the pouch are located between the first flat surface of
the package and the transparent window.

25 5. The combination according to claim 3 wherein a second flat surface is
located opposite from and facing the transparent window, whereby the first card and the
second card, when inserted into the pouch are located between the first and second flat
surfaces on one side of the card and the window on the other side of the card.

30 6. The combination according to claim 5 wherein the first and second flat
surfaces are formed by first and second projections that are positioned on opposite sides of
the dental product within the package cavity.

7. The combination according to claim 6 wherein the product is located on the one side of the first card and limits the movement of the card toward the package cavity.

8. The combination according to claim 6 wherein the first and second flat surfaces of the first and second projections limit the movement of the first card toward the package cavity.

9. The combination according to claim 6 wherein the first card and the second card each have a card thickness, the first and second flat surfaces and the transparent window being spaced apart a distance slightly greater than the card thickness.

10. In combination:

a package having a package cavity therein, the package having a plurality of package walls, at least some of which are transparent to show the contents within the package

15 cavity;

a product within the package cavity;

a pouch slot in one of the package walls sized to receive a card therein, the one package wall having a transparent window therein, the transparent window having an interior window surface facing toward the package cavity and an exterior window

20 surface facing away from the package cavity;

a card having one card surface containing indicia thereon providing information of a person, the one card surface facing toward the interior window surface so that the indicia thereon are visible from outside the package through the transparent window;

25 the card having a thickness, and the package having a first flat surface spaced a first distance from the interior window surface, the first distance being approximately the same, but slightly larger than the thickness of the card;

the card being movable through the pouch slot from an inserted position wherein the card is between the first flat surface and the interior window surface to a removed position

30 wherein the card is completely outside the package.

11. The combination according to claim 10 wherein the package includes a second flat surface spaced the first distance from the interior window surface, the window being on one side of the card and the first and second flat surfaces being on the opposite side of the card.

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12. The combination according to claim 11 wherein the package includes a back wall, the first and second flat surfaces being on first and second projections respectively that extend from the back wall toward the window.

10 13. The combination according to claim 12 wherein the first and second projections form side walls to the package cavity, the dental product being between the first and second projections and being on the one side of the card.

14. A method for using a package and a product, the method comprising:
15 placing the product within the package;
placing a first card within a pouch in the package, the pouch having a transparent window;
making indicia on the first card visible through the transparent window;
removing the first card from the pouch;
inserting a second card in the pouch in the place of the first card so that indicia on the
20 second card are visible through the transparent window.

15. The method according to claim 14 and further comprising, delivering the package having the card of a seller in the pouch to a first customer; removing the card of the seller from the pouch; inserting the business card of the first customer into the pouch;
25 and delivering the package having the second card of the first customer to a second customer of the first customer.